

## **METHOD FOR PRIVATE DISTRIBUTION OF PRINTED ADVERTISING MATERIAL**

### **ABSTRACT**

5           A method for private distribution of printed advertising materials includes the steps  
of: (a) receiving at a publishing house an order from a customer for direct distribution  
advertising materials intended for distribution to recipients, (b) creating the advertising  
materials at the publishing house, (c) repeating steps (a) and (b) for a plurality of customers,  
(d) transporting the advertising materials created pursuant to (a)-(c) to one of a number of  
10 distribution centers associated with predetermined delivery regions, (e) bundling the sorted  
advertising materials so that advertising materials created for different customers for delivery  
to a single recipient address are grouped together, (f) dividing the packaged advertising  
materials up into delivery groups based on a predetermined delivery scheme, (g) providing a  
delivery group to each of a number of delivery couriers; and (i) hand delivering by the  
15 delivery couriers the sorted, packaged advertising materials to the recipients according to the  
delivery scheme.